



GED® Brand Usage Guidelines for Licensed Jurisdictions and Other Licensed Users

REMEMBER! GED® IS TRADEMARK

GED® is a brand name and registered trademark for a test used to measure high school equivalency. You can help GED Testing Service in its heightened campaign to protect the trademark, potential test-takers, and adult learners from illegitimate programs and fraud by following these guidelines.

WHAT DOES GED STAND FOR?

GED was originally adopted as an acronym for tests of “general educational development,” a term coined by the American Council on Education (ACE) to reflect:

- The GED® test measures a student’s educational level on a variety of core subjects
- A student who obtains a GED® test credential has displayed the same general level of academic achievement as the typical student who graduates high school

The term “general educational development” is being phased out and shouldn’t be used except for the limited purpose of explaining the evolution of the GED® mark and clarifying what the GED® brand does **not** stand for. For example: *GED is **not** an acronym for “general education degree” or any similar term.*

NEVER USE THE TERMS “GENERAL EDUCATION DIPLOMA” OR “GENERAL EDUCATION DEGREE.”

GED should never be treated as an acronym for these terms. Instead of those terms, use one of the following generic terms:

- high school equivalency degree
- high school equivalency certification.

ONLY USE GED® AS AN ADJECTIVE

Avoid using GED® as a noun. For example, statements such as, “I took the GED®” should be replaced with “I took the GED® test.”

GED® should always be used as an *adjective* and *only* to describe (i) a particular test and testing services offered by GED Testing Service, (ii) individuals associated with the GED® test under the authorization of GED Testing Service, or (iii) the location of an authorized GED® testing center. The following are some examples of proper uses of the GED® trademark:

- GED® test (*this is a change from previous guidelines requiring a capital “T” on test*)
- GED® testing program
- GED® test-taker or GED® test candidate
- GED® test center or GED® testing center
- GED® test preparation materials

NOTE: In each of these examples there is never any capitalization of the words following GED®, and GED® is always followed by “test,” “exam,” “examination,” or “testing” to further describe generic terms that follow, such as “candidate,” “program,” or “preparation materials.”

PROPER NOUNS INCORPORATING THE TERM “GED®”

As noted above, the word following GED® should usually be in all *lowercase* except when referring to the proper name of GED Testing Service. Additional exceptions include proper nouns such as a division or designated agent of GED Testing Service, such as those designated by a licensing state under its license with GED Testing Service. Titles authorized by GED Testing Service include, but are not limited to:

- GED Administrator™
- Official GED Testing Center™
- GED Chief Examiner™
- GED Examiner™
- GED Proctor™

In these instances, it is appropriate to capitalize each word of the title and place a ™ symbol at the end of the phrase to indicate that the individual for which the title is used is an official associated with the administration of the GED® test that has been authorized by GED Testing Service. GED Testing Service reserves the right to review and request changes to job titles, business or agency names that use the GED® trademark as part of a proper name when necessary to avoid confusion with authorized GED Testing Service titles or prevent public misperception that a title may indicate sponsorship by GED Testing Service where none exists.

NOTE: From time to time you may see other uses of GED® in connection with specific products or services that are being offered by GED Testing Service or third parties. Such use is only permitted when expressly licensed. If you see such uses, we urge you to notify GED Testing Service (GED.Trademark@GEDtestingservice.com) so that we can confirm the use is licensed or take appropriate action. **Do not assume that because someone else is making this use that you may do so too.**

USE PROPER TRADEMARK NOTICE

Although some brands may not require the use of the registration symbol (the circle-R symbol ®) every time they use their marks, GED Testing Service has elected to require this notice whenever GED® is used to refer to the high school equivalency test in order to educate the public about our rights to this venerable brand. This applies

to all materials such as form letters (such as email blasts to multiple recipients), websites, informational brochures, marketing materials, educational materials, public announcements, etc. Because GED Testing Service is requiring the use of “test” and “exam” after every use of “GED,” you should also use the ® after every use of “GED.”

The only exception to this requirement is when GED® is used in emails or individual letters; in those limited circumstances, it is only necessary to use the ® the first time the term “GED” is used, as well as in any headlines or subtitles. (If your email or keyboard will not generate the ® symbol, you may instead use “(R)” after “GED.”)

NOTE: The registration symbol should be placed in superscript immediately following the term “GED.” (*This is a change from previous guidelines placing it in the subscript position.*)

USE PROPER ATTRIBUTION

All digital and print materials in which the GED® mark is referenced must include the following attribution statement, typically at the end of the document or at the bottom of each relevant web page:

GED® and GED Testing Service® are registered trademarks of the American Council on Education (ACE). They may not be used or reproduced without the express written permission of ACE or GED Testing Service. The GED® and GED Testing Service® brands are administered by GED Testing Service LLC under license from the American Council on Education.

This attribution statement clearly indicates the ownership of the brand and is necessary to protect the trademarks from misuse.

NOTE: In general, GED Testing Service requires that licensees properly attribute the ownership of the GED® brand in a meaningful manner. Generally, this means that the attribution will be no smaller than the smallest font used within the document and, except in highly unusual circumstances, never smaller than 8pt font. To assist you, we provide the following placement guidelines:

- For documents with cover pages using GED®, attribution should appear on the cover as well as on the copyright notice page if there is one. If there is no copyright notice page or if the document is longer than 100 pages, it should also appear at the end of the document.
- In announcements, form letters, or other shorter documents, attribution may appear at the end of the page on which GED® is first used or the end of the document.
- In websites, the attribution should appear at the bottom of each page using GED® and include a link through which a user may gain access to the GED Testing Service website (www.GEDtestingservice.com), or preferably, in a footer on each page of the site or subsection of the site dealing with the GED® test. In addition, if the site contains terms of use or other legal notices which address intellectual property, attribution should be included there as well.
- In emails, you may insert the attribution statement at the beginning or end of the email or communication. Ideally, attribution can be incorporated into the “block signature” for individuals primarily engaged in business related to the GED® test.

- If space does not permit use of the entire statement, you may abbreviate it to “GED® is a registered trademark of the American Council on Education. Used under license.”

GED® IS ALSO A TRADEMARK FOR THE GED® TEST CREDENTIAL

GED® is also used to describe the credential earned with a passing grade on the GED® test, and meeting jurisdictional requirements. When a candidate successfully passes the GED® test, he or she becomes entitled to receive a credential of high school equivalency consistent with the requirements in his or her licensing state. The credential one earns by successfully passing the GED® test should be referred to as the “GED® test credential.”

Please avoid using the expression “GED® credential” because we do not yet have a federal registration of the GED® trademark for that service. Once we have final registration of GED® as a credential, we will notify you and provide guidance for using the registered credential brand appropriately.

The following are examples of proper use of GED® when referring to the credential:

- *“I earned my GED® test credential last year.”*
- *“Each state uses its own secondary designation to describe the GED® test credential offered in that state. For instance, in New York, the GED® test credential is referred to as the New York State High School Equivalency Degree.”*

States may refer to the GED® brand in the actual printed certificate given to each successful candidate provided that the printed certificate does not combine “GED” with any other distinctive term or attempt to create a separate brand. (At this time, however, states are not required to refer to the GED® brand in the actual printed certificate.)

REFERENCES TO OTHER GED® TEST PRODUCTS AND SERVICES

GED® is often used to refer to a variety of goods and services relating to the GED® test. Additional trademark registrations are being sought to cover the use of “GED” when it is being used in combination with other terms as brand name.

Of course, Licensed Jurisdictions use GED® in connection with many preparation services they offer. When using GED® in connection with such descriptions, you should avoid any of the following:

Avoid the use of “Official” and similar terms: Unless referring to the Official GED Practice Test™ or an Official GED Testing Center™ authorized by GED Testing Service, Licensed Jurisdictions should never use the word “official” to modify GED® or in any phrase containing GED® unless specifically authorized by GED Testing Service. The same holds true for the terms such as “certified,” “authorized,” etc. This prohibition is important because so many websites engaging in various scams use such words to give their site the appearance of sponsorship or endorsement by GED Testing Service.

PERMITTED:

- “official site of the Virginia Division of Adult Education for the GED® test”
- “Official GED Testing Centers™ for Iowa”

PROHIBITED:

- “GED official test preparation guide”
- “official GED® test preparation program”
- “Iowa’s Official GED Web Site”

If your jurisdiction is using the word “Official” or another similar term, you should contact GED Testing Service to discuss whether you can obtain a license for such use.

Avoid references to your jurisdiction or state programs that directly modify the term “GED”:

Unless your jurisdiction’s test preparation program has been specifically reviewed and authorized by GED Testing Service, take care to avoid implying such authorization through the use of your jurisdiction or agency name in direct proximity to the term “GED.” You may describe the materials as “GED® test preparation materials” or “GED® test preparation classes” but do not use your jurisdiction or agency name in direct connection with this term.

Also, please avoid references such as the “Oklahoma GED® test” as it implies that the GED® test being described is specific to that state, when in fact the same test is taken in every jurisdiction.

PERMITTED:

- “Illinois test preparation program for the GED® test”
- “Maryland Adult Education Program for GED® test candidates”
- “The GED® test is used in California to award high school equivalency degrees.

PROHIBITED:

- “Illinois GED® test preparation course”
- “Maryland GED® Test Center”
- “California GED® test”

Use the term “online” cautiously: We are aware that there are many websites that offer online testing they claim will result in a high school degree or its equivalent. These sites often refer to this online degree as the “GED” or use language that is confusing so that the candidate will assume that he or she can obtain a GED® test credential by taking a test online.

GED Testing Service is taking significant steps to actively combat this problem. Part of our efforts is to emphasize that the GED® test is never given online.

Please avoid placing the term “online” in proximity to the GED® mark to educate candidates that the GED® test is *never* administered online and to avoid any confusion. In any event, we encourage use of the term “online” sparingly and only as necessary to describe those state sponsored programs or services which are available on the Internet.

PERMITTED:

- “Tennessee online test preparation program for the GED® test”
- “Texas Adult Education Online – Information and Resources for GED® test-takers”

PROHIBITED:

- “Tennessee Department of Adult Education’s online GED® program”
- “online GED® practice test for the State of Texas”
- “Get Your GED® test credential online!”

DOMAIN NAMES

In an effort to reduce cybersquatting with the GED® brand and strengthen the GED® brand on the Internet, GED Testing Service will be asking Licensed Jurisdictions to phase out use of domains in which the term “GED” is used as the first three letters of the domain name. Unless expressly licensed by GED Testing Service, you may not use any domain name that combines the term “GED” with any word such as “official,” “authentic,” or “certified.”

The following are examples of domain names that **comply** with this policy

- TheGEDUnOfficialPrepCourse.com
- PrepforGED.com
- Study4GED.com
- Michigan.gov.adulted/ged.html

The following are examples of domain names that **do not comply** with this policy

- OfficialGedStudy.com
- AuthenticGEDCourse.com
- MasterGed.com
- GEDStudyGuide.com
- MichiganOfficialGED.com

PROPER USAGE OF GED TESTING SERVICE WORD MARK AND LOGO

GED Testing Service is a trademark for the company that creates, delivers, and safeguards the GED® test. *When used as a trademark*, “GED Testing Service” should be followed by a registration mark ® in the superscript position with the same notice and attribution requirements as the GED® mark.

NOTE: This is another exception where the ® is not placed directly after the term “GED.”

Never abbreviate GED Testing Service® except in the case of repeated use throughout a long document. In those cases, only use GEDTS as the abbreviated form.

Licensed Jurisdictions and other licensees should **not** be making any use of the GED Testing Service® logo, but should use the “GED® Open Door Logo” instead, as prescribed below.

NEW GED® OPEN DOOR LOGO

Only GED® testing jurisdictions licensed by GED Testing Service and state sponsored agencies of such jurisdictions (Authorized Agents) may use the “GED® Open Door Logo” (“Logo”). Authorized Agents should not add any text in front of, above, below, or after the logo, including even the name of the state or agency authorized to administer the GED® test. The Logo should not be altered or distorted in any manner and should be used in strict compliance with the Logo Guidelines provided at www.GEDtesting-service.com. The Logo can and should be placed on websites, stationery, marketing and educational materials, and other authorized publications of Authorized Agents. The Logo is subject to the same requirements for trademark notice and attribution as the GED® word mark (the trademark without the logo design), except that the registration symbol should appear after the graphic image, and not next to the term “GED” within the logo.



Prohibited Uses of the Logo:

- The Logo should not be placed in close proximity to any other logo, seal or design, or the name of an agency or other third party other than the Licensed Jurisdiction (e.g. South Carolina, Guam, etc.).
- Although the name of the Licensed Jurisdiction may appear near the logo, it should not be placed so close that it appears to be a part of the Logo itself.

OTHER RESOURCES

1. **Fair Use Guidelines:** GED Testing Service has drafted fair use guidelines to provide guidance to third parties who are **not** licensees of GED Testing Service for the proper usage and attribution of the GED® and related brands. NOTE: These fair use guidelines are for third parties who do not have any connection or license with GED Testing Service. The fair use guidelines, therefore, do not apply to the Licensed Jurisdictions or other licensees, though the fair use guidelines may be useful guidance for questions not addressed in these brand guidelines or in the terms of the licenses between those parties and GED Testing Service.

2. **Logo Guidelines:** Logo templates and detailed guidelines for proper logo use are included in the Logo Guidelines located at www.GEDtestingservice.com.
3. **Fraud Prevention Resources:** Will be added once completed.

FURTHER GUIDELINES

These guidelines are being provided to help you prepare for changes that will be finalized later this year in a set of final 2011 guidelines and which will be incorporated as part of your legally binding licensing terms this October. In the interim, please direct any questions to GED.Trademark@GEDtestingservice.com.

Revised: August 1, 2011 – Please note that while this is the company policy, it may be subject to revision as we continue to build the GED® brand beyond the testing services that we currently offer. We will notify the staff of ACE and GED Testing Service as well as all licensees of any changes as soon as possible.